LEO BURNETT U.S.A.
Ad No. 497—Flapper—Tear Ad—Req. No. 91886—Page, 4/c—10 x 12¼ in.—Newspaper Supplements, 1974 (B)
Printed in U.S.A.

1. At the Cherrytown Charleston Contest of '27, Sarah Hunley claimed her cigarette holder helped her keep her balance. It also gave her a cleaner taste.

2. No need for a cigarette holder today. You've got Parliament. The recessed filter cigarette with the filter tucked back, away from your lips.

3. With Parliament all you taste is rich, clean flavor. Never the filter. And that's a step in the right direction.

Parliament. The recessed filter cigarette.

Now in bright new packs.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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